

Message Text

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P R 280751Z AUG 76
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TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 8012
AMCONSUL BOMBAY
AMCONSUL CALCUTTA
AMCONSUL MADRAS

UNCLAS NEW DELHI 12684

E.O. 11652: N/A
TAGS: BEXP IN
SUBJECT: PROPOSED FY-1978 TRADE PROMOTION EVENT SCHEDULE

REF USDOC 13596

1. THE FOLLOWING COMMENTS ON THE PROPOSED TRADE PROMOTION
EVENTS FOR FY-1978 ARE BASED ON EMBASSY AND CONGEN
EVALUATIONS.

2. HEALTH-CARE INDUSTRIES TRADE MISSION - THE CONSENSUS IS THAT
THE INDIAN MARKET IS NOT READY FOR A MAJOR US SALES EFFORT
IN THE FORM OF A TRADE MISSION IN THIS AREA. OUR SPOT SAMPLING
OF PRINCIPAL END-USER SECTORS FOR THIS PRODUCT CATEGORY REVEALS
THAT CURRENT AVERAGE PROCUREMENT OF
SOPHISTICATED MEDICAL TREATMENT AND DIAGNOSTIC EQUIPMENT FROM
ABROAD IS COMPARATELY LOW. DEMAND FOR IMPORTED EQUIPMENT IS
LIKELY TO REMAIN HIGHLY SELECTIVE. ACCORDINGLY, WE DO NOT FAVOR
MOUNTING OF TRADE MISSION AND
INSTEAD WOULD RECOMMEND FOR CONSIDERATION EITHER
CATALOG SHOW OR TECHNICAL SALE SEMINAR. BEFORE MAKING
FIRM DECISION ON ANY ALTERNATIVE WE SUGGEST THAT USDOC AWAIT
RESULTS OF MARKET RESEARCH REPORT IN THIS
AREA CURRENTLY UNDER PREPARATION BY CONGEN,
CALCUTTA WHICH IS SCHEDULED FOR SUBMISSION BY NOVEMBER 30, 1976.

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3. COMPUTER PERIPHERALS TECHNICAL SALES SEMINAR --

WE CONCUR WITH THEME AND PROMOTIONAL VEHICLE BUT WOULD SUGGEST MOVING THE EVENT TO SEPTEMBER/OCTOBER, 1977. OUR UNDERSTANDING IS THAT GOI WILL BE FORMULATING A DEFINITIVE POLICY BY ABOUT MID-1977 FOR ESTABLISHING DOMESTIC MANUFACTURE OF MINI-COMPUTERS. ONCE GOI POLICY DECISION IS MADE AND PRIVATE ENTREPRENEURS GRANTED PERMISSION TO ESTABLISH DOMESTIC PRODUCTION CAPABILITY THE DECISION ABOUT THE TYPE AND CONFIGURATION OF PERIPHERALS TO BE USED WILL BECOME RELEVANT. IN OUR JUDGEMENT, PROMOTION OF PRODUCT CATEGORY THROUGH TECHNICAL SALES SEMINAR DURING SEPTEMBER/OCTOBER 1977 WILL BE MOST TIMELY. SEMINAR SHOULD BE SCHEDULED AT BOMBAY, CALCUTTA, HYDERABAD AND NEW DELHI.

4. METAL WORKING AND FINISHING EQUIPMENT CATALOG SHOW -- WE FAVOR THE THEME BUT URGE UPGRADING THE EVEN TO TECHNICAL SALES SEMINAR IN VIEW OF SPECIAL INDIAN MARKET CHARACTERISTICS IN THIS AREA THAT EMPHASIZE PRIORITY NEED FOR IMPORT OF SOPHISTICATED TOOLING AND PRODUCTION TECHNOLOGY. WE BELIEVE THAT CATALOG SHOW IN CURRENT INDIAN SITUATION WILL HAVE ONLY LIMITED IMPACT AS BULK OF US MACHINE TOOLS PRODUCERS ARE ALREADY EFFECTIVELY REPRESENTED IN INDIA AND GROWTH POTENTIAL IS CONFINED TO ONLY SOPHISTICATED MACHINES; A MARKET SEGMENT THAT IS ADEQUATELY SERVICED BY US FIRMS ALREADY HAVING A MARKETING PRESENCE IN INDIA. ALSO, WE THINK THAT LITTLE SCOPE EXISTS FOR NEW-TO-MARKET US FIRMS MANUFACTURING AND EXPORTING ONLY CONVENTIONAL METALWORKING AND FINISHING EQUIPMENT. IF TECHNICAL SALES SEMINAR IS TO BE MOUNTED, WE SUGGEST THAT EVENT BE SCHEDULED FOR MARCH/APRIL 1978 IN BOMBAY, CALCUTTA, BANGALORE AND NEW DELHI.

5. INSTEAD OF A HEALTH CARE INDUSTRIES TRADE MISSION WE URGE THAT A CHEMICAL INDUSTRIES EQUIPMENT TRADE MISSION BE MOUNTED DURING NOVEMBER/DECEMBER 1977. MARKET RESEARCH FOR THIS PRODUCT CATEGORY WAS SUBMITTED IN MAY 1976 AND CITIES TENTATIVELY RECOMMENDED ARE BOMBAY, CALCUTTA, MADRAS, NEW DELHI AND BARODA.

6. IN ADDITION, WE ARE CONSULTING WITH THE ONGC ON THE POSSIBILITY OF AN OILFIELD EQUIPMENT CATALOG SHOW. IF OUR EVALUATION AND ONGC INTEREST WARRANT WE MAY RECOMMEND

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AN ADDITIONAL CATALOG SHOW EVENT FOR LATE FY 1977 OR EARLY FY 1978.SAXBE

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